

**Princess Maneh
Consultancy & Tourist Services
Presents
Destination Armenia**



Why Armenia?

- *Over 3 000 years old Statehood that is known as Armenia*
- *Home for a number of ancient civilizations*
- *The 1st Nation to embrace Christianity as State Religion (in 301 AD)*
- *Crossroad of cultural and faith interactions between West and East*
- *A country with rich and diverse cultural heritage*
- *7 recognized UNESCO World Heritage Sights & a dozen pending acknowledgement*
- *Hospitality the Armenians*
- *Rich culinary tradition with unique cuisine*
- *Home of the oldest winegrowing – Ararat Valley*
- *Dramatic landscapes & Immensely Diverse Nature*
- *Unique Flora & Fauna*
- *Adequate T & T infrastructure*

Armenia Wine & Culinary Tours

First Wine?

Archaeologists Trace Drink to Stone Age

The Search for the Origins of Viniculture

Patrick McGovern/Philadelphia's University of Pennsylvania.
expert in ancient organics, particularly wine, who combines archaeology with
chemical and molecular analysis suggests :

After the Flood, Noah Grew Grapes

McGovern's reflects his hypothesis that grape domestication, and its attendant
wine culture, began in a specific region and spread across the ancient world.

He calls it the Noah Hypothesis, as it suggests a single locality for an ancestor
grape. In the Bible, Noah landed on the slopes of Mount Ararat (in what is now
Eastern Turkey) after the Flood. He is described as immediately planting
grapevines and making wine.



Ancient winery found in Armenia

A UCLA-led International team of archaeologists reported that it had discovered a 6, 100-year-old facility in an Armenian cave in the area of Yeghegnadzor that contained everything necessary to produce wine from grapes, including a grape press, fermentation vats, storage jars, wine-soaked pottery shards and even a cup and drinking bowl.

The ancient winery is at least 1,000 years older than any similar installation previously known, and it was found in the same cave where researchers in June announced the discovery of the world's oldest leather shoe.

The cave is in a canyon, where the Lesser Caucasus Mountains approach the northern end of the Zagros mountain range, near Armenia's southern border with Iran.

The oldest previously known evidence of wine dates to about 5400 BC and was discovered at a site called Hajji Firuz in the northern Zagros mountains, where McGovern has found jars with traces of tartaric acid crystals, a chemical marker for wine.

The oldest previous evidence of grape seeds and other organic materials dates to around 3150 BC and was found in the tomb of the Egyptian king Scorpion I.

The oldest wine press is much younger, found in the West Bank and dating to about 1650 BC.

For further reading

<http://www.dailymail.co.uk/news/article-1346002/Earliest-known-winery-Armenian-cave-6-100-years-producing-vintage.html>

<http://www.cbsnews.com/news/earliest-known-winery-found-in-armenian-cave>

<http://articles.latimes.com/2011/jan/11/science/la-sci-ancient-winery-20110111>

Vitis Vinifera

<http://eol.org/pages/582304/overview>



- It is uncertain where this grape was first domesticated—possibly in Armenia or along the eastern shores of the Mediterranean.
- The Romans brought the crop to temperate European countries, including Britain.
- It was brought to the New World by Christopher Columbus in 1492; Portuguese and Spanish explorers brought it to North and South America.
- It was later brought to the Atlantic Coast of North America by British, French, and Dutch settlers (some hybridization likely occurred between this species and the North American natives *[V. rotundifolia](#)* [Muscadine Grape] and *[V. labrusca.](#)*)



ARENI NOIR

Areni Noir – brief description

- The enigmatic ARENI NOIR is an native grape particular to the Yeghegnadzor region. Grown on original undrafted roots, this grapevine has remained unchanged for centuries.
- The remoteness of the area, the absence of Phylloxera and the isolation from modern agriculture during the Soviet era, has retained practically intact the original genome of this ancient vine variety.
- Unique in its capacity to adapt perfectly to continental climates and extremely resistant to disease, the Areni Noir, during time, has developed a very thick skin which, while helping maintain the elegance and freshness of the grape, also protects it from the drastic day/night temperature variations present during the summer months at such high altitudes.

Areni Wines



Armenian brandy

Ararat is an Armenian brandy that is made from Armenian white grapes and spring water, according to a traditional method.

"*Ordinary Brandies*" are aged for 3, 4, 5, or 6 years, the soft flavor of the Brandy being based on selected brands of wines and pure spring water, which help to create a unique taste for each type of *Ararat Brandy*.

The "*Aged Brandies*" of 10, 15, 18, and 20 years each have their own unique taste and specific dark golden color. The distinctive aroma and rich bouquet of these Brandies allowed the Yerevan Brandy Company to enjoy considerable success in international exhibitions and tastings.

Winston Churchill became so charmed of Armenian brandy during his stay at the Yalta Conference, that he asked then-Soviet dictator Joseph Stalin to send him cases of the stuff each year. Rumor has it that he drank Armenian brandy with his famous cigars from then on out. Each year – from 1943 onward, 400 bottles of the brand "*Dvin*" were sent to him from Stalin. Churchill's recommendation aside, the fact is, Armenians have been producing excellent quality wines, and most especially, brandies for centuries. *ArArAt* brandies not only preserved its traditions, but also received new opportunities for development and innovations, as well as strengthened its positions in the international arena.

Brandy Evolution



1978



1981



1998



2005



2010

The Legendary Brandy

Since 1887



3 stars



Ani



Vaspurakan



Akhtamar



Nairi



Otborny



5 stars

Armenian cuisine



Armenian cuisine:

- ✓ The flavor of the food relies on the quality and freshness of the ingredients rather than on excessive use of spices.
- ✓ Fresh herbs are used extensively, both in the food and as accompaniments. Dried herbs are used in the winter, when fresh herbs are not available.
- ✓ Wheat is the primary grain and is found in a variety of forms, such as: whole wheat, shelled wheat, *bulghur* (parboiled cracked wheat), semolina, farina, and flour. Historically, rice was used mostly in areas close to Iran.
- ✓ Leguminous plants are used liberally, especially chick peas, lentils, white beans, and kidney beans.
- ✓ Nuts are used both for texture and to add nutrition to Lenten dishes. Of primary usage are walnuts, almonds, pine nuts, but also hazelnuts, pistachios (in Cilicia), and nuts from regional trees.
- ✓ Fresh and dried fruit are used both as main ingredients and as sour agents. As main ingredients, the following fruit are used: apricots (fresh and dried), quince, melons, and others. As sour agents, the following fruits are used: sumac berries (in dried, powdered form), sour grapes, plums (either sour or dried), pomegranate, apricots, cherries (especially sour cherries), and lemons.
- ✓ In addition to grape leaves, cabbage leaves, chard, beet leaves, radish leaves, strawberry leaves, and fresh vegetable (egg plant, tomato, pepper, others) are also stuffed to prepare famous Armenian “TOLMA”.

Ghapama - Christmas & New Year Dish



Pumpkin stuffed with boiled rice, chopped apple, almond, prunes, dried fruit such as plums, apricots, peaches, raisins, honey, butter, cinnamon powder, salt to taste.

The pumpkin is then baked until it becomes soft, then brought to the table where it is cut up and served.

Open fire pork BBQ









Your Window on Armenia

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